



# NEWS

From County Supervisor Paul Biane

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FOR IMMEDIATE RELEASE

July 26, 2005

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## “San Sevaine Redevelopment Project Area” renamed to “Speedway Redevelopment Area”

**San Bernardino** - The Board of Supervisors approved an economic and marketing plan, authored by Keyser Marston Associates, Inc., for the San Sevaine Redevelopment Project Area. Among its various recommendations was to rename the San Sevaine Redevelopment Project Area to the Speedway Redevelopment Area.

“When the project area’s businesses, our redevelopment agency staff and I decided it was time to change our name, we wanted to choose something that would be instantly recognizable across the United States,” said Supervisor Paul Biane, whose district includes the Speedway Redevelopment Area. “By choosing the name ‘Speedway Redevelopment Area’, we have allowed ourselves to directly link with the largest and most successful agency in our county.”

A new logo will be designed shortly. With this logo would come new gateway signage that would distinguish the area to passers-by and potential new businesses.

The plan also called for aggressive marketing in neighboring Los Angeles and Orange counties to attract select businesses that are Speedway-related or industries the report says would fit the profile of desirable industries such as metal products and printing.

“The bottom line is that all of these recommendations and adopting this report will maximize the economic potential of the redevelopment area and fit in with our county’s new economic strategy.”